

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2015/2016

BAE1044 – ENGLISH FOR BUSINESS COMMUNICATION
(All sections / Groups)

8 OCTOBER 2015
9.00 a.m – 11.00 a.m
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of 5 pages with 4 Sections only.
2. Attempt ALL questions.
3. Please print all your answers in the Answer Booklet provided.

SECTION A: REPORTING WORKPLACE DATA [20 MARKS]

Instructions: Based on the information below, write the **Result**, **Conclusion** and **Recommendation** sections of a formal report in about 150 to 200 words.

A study was conducted to gather information on the numbers of unemployment and job vacancies, and to identify the trends and reasons for the unemployment in Malaysia from 2009 to 2013. Statistics on the unemployment and job vacancies are presented in Figure 1, and the job vacancies and number of new job seekers, according to occupational groups are presented in Table 1.

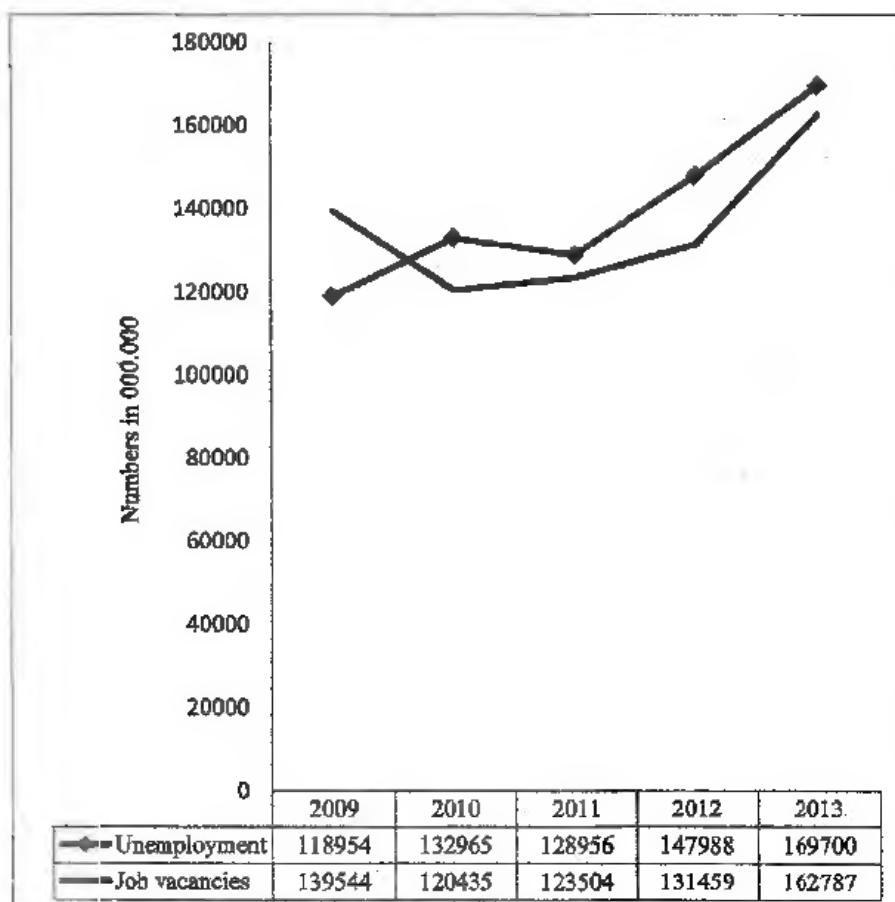


Figure 1. Unemployment and job vacancies in Malaysia 2009-2013

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Table 1

Distribution of Job Vacancies and New Job Seekers by Occupational Groups (2011-2013)

Occupational Groups Year	Job Vacancies			New Job Seekers		
	2011	2012	2013	2011	2012	2013
Professional and Technical	4055	3942	6597	18145	21294	24800
Administrative and Managerial	976	1078	1978	8400	6590	6787
Clerical	10948	8914	9660	49343	54137	56379
Sales	2074	2974	3062	1443	1649	1128
Service	2848	3575	4151	1728	1852	1893
Agricultural and Forestry	27051	23084	34424	254	271	388
Production and Transportation	75552	87892	102915	33522	28068	26515
Total	123504	131459	162787	112835	113861	117955

Adapted from Social Statistic Bulletin. (2002). Retrieved 10 June, 2015, from <https://books.google.com.my/books?id=RSrbOISp9NwC&pg=PA31&1pg=PA31&dq=table+ages+unemployed+Malaysia>

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SECTION B : THE BUSINESS WRITING PROCESS [12 MARKS]**Instructions:** Revise the sentences below for conciseness and precision.

1. Maria was very petrified when her superior asked her for the report on the status of the development of their Langkawi project. It was such a sudden request which she had not expected. (2 marks)
2. A thorough investigation will be conducted by the relevant authority on the allegation of Aztel's fund misappropriation. A report has been made where three million Ringgit Malaysia is alleged to have been spent irresponsibly. (2 marks)
3. A million Ringgit Malaysia has been allocated by the Real Bank CEO to conduct training to improve the marketing skills of the staff. This was confirmed by the secretary in her email. It was also mentioned that all sales staff must attend the training. (2 marks)
4. The construction of the new MQF office building and the installing of electrical wiring underwent a halt due to some issues with the foreign workers. Supposedly, it will resume after a mutual understanding between the Malaysian and Indonesian governments on all pending issues has been reached. (2 marks)
5. The manager has made a suggestion where the company will increase the number of operators. This action is needed in order to speed up production. This is because the company needs to meet the sales deadline. (2 marks)
6. Ideally, it would be best that before you leave your office for the holidays,
 - close all your windows for safety
 - switch off your computer for energy conservation
 - you must remember to leave your mobile phone number in case of emergency(2 marks)

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SECTION C: COMMUNICATING AT WORK [14 MARKS]

Instructions: Answer both the cases. The length of your answer for each case should be between 60-70 words.

Case 1 [7 Marks]

Mr. Li is working on a mega project, which is taking a considerable amount of his time and energy. Less than two weeks before the deadline, his supervisor assigns him an additional project as one of Li's colleague, Mr. Muru, submitted a 24 hour resignation notice. Mr. Li decides to write to his superior. Below is his message:

Mr. Muru's pending project has been assigned to me as he has submitted his resignation. I would not mind taking it up if I am free or I have time to work on it. I am sure you are aware that I am currently working on a mega project, and the deadline is soon approaching. I am hard pressed for time and have been working round the clock. Frankly, I am stressed out, and this is affecting my health. I hope you will look into this matter. Really, appreciate your prompt reply.

As Mr. Li's superior, respond to the message above in a positive manner.

Case 2 [7 Marks]

Recently, Bupilom Sdn. Bhd., which produces furniture and fitting items, bought over Zenus Sdn. Bhd. which produces household electrical items. Bupilom Sdn. Bhd. is located in Cyberjaya, and Zenus Sdn. Bhd. is located in Melaka.

With this merger, the Human Resource Department is required to look into maximising manpower resources. After much deliberation to avoid terminating staff, the Human Resource Department has proposed that some of the Zenus Sdn. Bhd. staff be relocated to Cyberjaya. This decision can be stressful for those concerned as it would entail that they will need to uproot their families or leave their hometown. As the Human Resource Director, you know how challenging this can be, but you do not have much options.

Write a persuasive message to the Zenus Sdn. Bhd. staff and convince them to accept the fact that the company must relocate some staff, and explain what actions will be taken to address the challenges that they may encounter.

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SECTION D: EMPLOYMENT COMMUNICATION [14 MARKS]

Instructions: Write an email (not more than 250 words) based on the scenario below.

At work, there is hardly any healthy food sold in the cafeteria, and you would like that to change. Write an email to your employer asking for a wider spread of healthy food to be made available to employees. In your email, indicate the findings of a recent survey that shows that healthy employees are more productive, and explain that the company would have to spend less on insurance, if the employees are healthier.

Include other necessary details for composing an effective email.

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